

Student Worksheet 3

Name: _____

Create an Ad!

You've been asked to create a magazine ad for a new product. Use this sheet to help your group make an ad that will reach the right audience for your product.

Product Name: _____

Part 1: This research gives you profiles of three different types of people. Use the information to choose which type of audience might like your product.

Busy Moms	Social Boys, Age 10	Energetic Girls, Age 10
 Kids at heart	 Like making their own food	 Follow their own path
 Coach sports	 Must look sharp	 Love to laugh
 Always rushing	 Need to move	 Look for adventure
 The family communication hub	 Love keeping up with friends	 Need music to focus
 Pamper themselves when they can	 Play in a band	 Obsessed with games

Part 2: Choose the techniques that you will use in your ad:

Part 3: Make your ad! Use a separate piece of paper to create your advertisement. Make sure you include information that describes the product.

Part 4: Decide where you will place the ad and explain why.

